

AMENDMENT TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method for executing an application program associated with an electronic message, comprising:

initializing at least one application program by automatically retrieving code from a server over a network after an electronic message received over the network is opened for viewing by a user, wherein the application program is received, at least in part, over the network after the receipt of the electronic message and as the result of the opening by the user of the electronic message, and wherein the application program becomes associated with a context of the electronic message after being sent but before being received by the user; and

automatically executing the application program of the electronic message within the context of the electronic message after the initialization thereof.

2. (previously presented) The method as set forth in claim 1, wherein the electronic message is opened by the user by clicking on an identifier of the electronic message in an electronic mail browser.

3. (original) The method as set forth in claim 1, wherein the application

program includes an applet.

4. (canceled)

4.[5.] (currently amended) The method as set forth in claim 1, wherein the execution of the application program includes a functionality based on a text included with the electronic message.

5.[6.] (currently amended) The method as set forth in claim 1, wherein the execution of the application program includes the display of streaming video over the network.

6.[7.] (currently amended) The method as set forth in claim 1, wherein the execution of the application program includes outputting an advertisement.

7.[8.] (currently amended) The method as set forth in claim 1, wherein the application program is executed on a network browser.

9-10. (canceled)

8.[11.] (currently amended) The method as set forth in claim 1, wherein the execution of the application program includes the ability to send a new electronic

message over the network.

9.[12.] (currently amended) The method as set forth in claim 1, wherein the execution of the application program produces at least one of a pictorial, graphic, animated, video and audio display.

10.[13.] (currently amended) The method as set forth in claim 1, wherein the application program includes markup language which calls an object-oriented computer language.

11.[14.] (currently amended) The method as set forth in claim [13] 10, wherein the object-oriented computer language includes an applet.

12.[15.] (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message, comprising:

a segment at least partially within an electronic message for initializing at least one application program by automatically retrieving code from a server over a network after the electronic message is received over a the network and is opened for viewing by a user, wherein the application program is received, at least in part, over the network after the receipt of the electronic message and as the result of the opening by the user

of the electronic message, and wherein the application program becomes associated with a context of the electronic message after being sent but before being received by the user; and

a code segment automatically executing the application program of the electronic message within the context of the electronic message after the initialization thereof.

13. [16.] (currently amended) An electronic message comprising:

a data object including text that had been received over a network and stored on a computer having an electronic mail program; and

an application program object initialized, at least in part, by being automatically received, at least in part, over the network after the receipt and opening for viewing of the data object, the application program object being automatically executed on the computer after the initialization thereof, and wherein the application program becomes associated with a context of the electronic message after being sent but before being received by the user.

14. [17.] (currently amended) An electronic message as recited in claim [16] 13 wherein the application program object develops at least one of a pictorial, graphic, animated, video and audio display.

15. [18.] (currently amended) An electronic message as recited in claim [17] 14 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.

16. [19] (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim [15] 12 wherein at least one code segment resides, at least in part, in a browser software.

17. [20.] (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim [19] 16 wherein the browser software includes the functionality of running a Java applet.

18. [21.] (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim [20] 17 wherein the application program develops at least one of a pictorial, graphic, animated, video and audio display.

19. [22.] (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an

electronic message as recited in claim [21] 18 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.